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Beneficial Reduction Must Be Gradual and Uniform.

An item of news in the papers yesterday calculated to attract considerable attention was an announcement by Henry Ford of a reduction in the price of his products of from 14 to 21 per cent.

There is no doubt that the prices are no longer on the upward trend. In some cases there have been voluntary reductions, as in the case of Mr. Ford's celebrated output.

But the country must not get the impression that there is to be a crash, or that the economic system is going to pieces. On the surface one might get that Mr. Ford's announcement is a contrary conclusion, but an investigation will prove that it is not.

The revolution of industry since the advent of the motor-propelled vehicle has made the truck an indispensable factor in business enterprise. The passenger-carrying car is a great convenience, but except as people have adapted their place of residence and business connections to a reliance upon its permanency, it is not a commercial necessity. The reduction of the passenger cars announced by Mr. Ford is 31 per cent, while the reduction in the price of the truck is only 14 per cent. In other words, the reduction of necessities is gradual and slow while the reduction in the price of the dispensable articles is more precipitous.

The readjustment of prices in all lines must be a hard time. A precipitate drop in prices would be as unfortunate as the prevailing high wages as would a precipitate drop in wages as would a precipitate drop in prices.

Conservative business men, workmen and farmers realize that an adjustment must be uniform that all ranks and classes and all products must experience the same readjustment at the same time. The public has not felt the effect of the readjustment that is on its way. There are exceptional cases, of course, where prices have been shot to pieces, but these cases relate to speculative enterprises where gambler's chances have been taken with the inevitable fate of the gambler.

In the case of new materials there may be some change, and probably will be a disposition downward in price, but it must be remembered that the stocks the merchant is showing were not purchased yesterday nor last week nor last month. The seasonal articles were purchased last spring or earlier at high prices and there is no immediate prospect of an appreciable change.

Wool, silk and other raw materials used in the manufacture of wearing apparel are in the market in a few months ago, but the manufacturing cost is higher. If a man builds a house he may get the benefit of a reduction in the price of lumber, but the final cost of the finished product is affected only to a limited extent, for the reason that in a frame house only about 40 per cent of the cost is included in the lumber. The cost of labor is still high and the cost of the material is high, and after all labor is the pivot upon which prices turn upward or downward.

In many cases the retailer has not taken advantage of a rising market. In most lines retail competition is keen and the volume of sales is essential. The predominant idea with the retailer is not to panhandle the public, because he is a fixture and cannot count on the sale of one day. He looks to increase in the annual volume of business and satisfied customers. The successful merchant is devoted to the idea of an increasing volume of trade at a small profit.

The gradual and normal downward course of prices, felt first in luxuries and finally in all avenues of trade, indicates the responsibility of the merchant to the trend of business conditions. He is responsive to the change to new levels. He has learned, if he ever had the delusion, that fictitious prices can not be maintained or stimulated by artificial methods.

All merchants operate on the same general principle. They must of necessity buy in advance and changes in economic conditions may produce an effect on the future margin, but rarely an immediate application to the goods on the shelves.

It is natural that everyone should wish to secure as much for his money as he can get. He looks for the best bargain. Each merchant is eager to make the best offer. But the public knows that as the increased purchasing power of the dollar rises the value of the dollar rises and the earning power diminishes.

If one goes down they go down together, just as they rose at the same time and for the same reason. In the final analysis labor and business are governed by economic conditions and both are affected alike. Good business means plenty of work and good pay.

Fortunately there is no indication to the contrary. The product of the South is an indispensable article. The world is its market. The demand will prevent the accumulation of a surplus for many years when European business gets back on its feet. The price of the staple is going to be good and business will be good. Only a collapse can impede the progress and prosperity of the South and there is nothing to indicate any such untoward circumstance.

The People Are Not Misinformed About the League.

Mr. Franklin D. Roosevelt, Democratic candidate for vice-president, is charged with misrepresentation of the league of nations by Republicans. Contrary to Col. Theodore Roosevelt's charges that he is a "maverick," he is so truly Rooseveltian that he has gone to the extent of charging the Republicans with actually lying about the covenant.

He charges that the people are being deceived as to the meaning and significance of the league of nations. He complains that they are accepting the Republican version which designates it as a league of war, instead of the benevolent Democratic interpretation which describes it as a document for the preservation of peace. It would not be surprising if Mr. Roosevelt had in mind the result of the Maine election. No doubt some newspaper Republicans told the people of Maine that the league is not all the Democrats claim it is, and with very good results judging from the outcome.

It is too late for either side to charge that there is anything mysterious about the covenant of the league of nations. It was adopted in Paris on June 28, 1919. It was submitted to the senate by President Wilson on July 10, 1919. It is a brief document of 26 articles and 18 paragraphs in plain and simple language. Where it is obscure, it is intended to be obscure. It is as indefinite as European diplomats could make it. Where it is definite, there is no difficulty in understanding it. Where it is indefinite, the public understands it was intended to be obscure.

The public has not been deceived as to the meaning of article 1, which provides that any member of the league after two years' notice of its intention to do so, withdraw from the league, "provided that all of its international obligations and all of its obligations under this covenant shall have been fulfilled at the time of its withdrawal."

The public understands from that a member of the league may withdraw within not less than two years after it has given notice of such intention. The public understands that the members themselves determine the withdrawal. The public understands that the league is not a permanent institution, but a temporary one, and that the league shall be dissolved if it is not a commercial necessity. The reduction of the passenger cars announced by Mr. Ford is 31 per cent, while the reduction in the price of the truck is only 14 per cent. In other words, the reduction of necessities is gradual and slow while the reduction in the price of the dispensable articles is more precipitous.

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THE ATTRACTION OF OPPOSITES.

By DOROTHY DIX, The World's Highest Priced Woman Writer. (Copyright, 1920, by The Wheeler Syndicate, Inc.)

A young man writes to me that he is engaged to be married to a girl who is his opposite in every respect. He is a religious, serious, and very worldly-minded.

He is a professional man, interested in serious reading. She never reads anything except the fashion notes and the society page in the newspaper. He thinks a great deal of his duty toward others. She is only selfishly interested in getting the best of herself.

He is amiable. She is high-tempered and can not even get along with her own mother. Now although this girl fascinates the young man, and he loves her dearly, he doubts the wisdom of marrying her, and if he can change the girl into someone who is the ideal of what a woman should be.

I think that marriage between people of opposite natures is a very difficult thing. It is a very difficult thing to be happy in life with people of opposite natures. It is a very difficult thing to be happy in life with people of opposite natures.

Nobody's ideal of being happy is to be with people of opposite natures. It is a very difficult thing to be happy in life with people of opposite natures. It is a very difficult thing to be happy in life with people of opposite natures.

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Ain't It a Grand and Glorious Feelin'—By Briggs

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ONE ROOM BEING KEPT IN ONE ROOM FOR MORE THAN SIX WEEKS WITH SCARLET FEVER AND YOU KNOW YOU ARE BETTER BUT STILL YOU CAN'T LEAVE THE ROOM

—AND SO YOU THINK YOU'LL READ A MAGAZINE TO DIVERT YOUR GLOOMY THOUGHTS

—AND THEN ONE MORNING A MAN FROM THE BOARD OF HEALTH COMES TO LET YOU OUT

OH-H-H BOY!! AIN'T IT A GR-R-R-R-AND AND GLOR-R-R-IOUS FEELIN'?

—AND THEN YOU TURN YOUR THOUGHTS TO THE APPROACH OF SCHOOL AND WONDER HOW LONG YOU'LL BE IN

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Daughter Likes Boys But Mother Objects

By MRS. ELIZABETH THOMPSON.

Dear Mrs. Thompson—I am a girl 18 years old and have been going with boys for some time, but my mother objects. One boy took me to a dance last night and afterward we went to a drug store for something to drink. While there my mother came in and when she saw me was very angry. Now she will not let me go out at night.

A boy next door whom I love very much has asked me to go to a dance with him. My mother does not allow me to associate with him. Do you think I should go? What will take ink out of pink georgette without taking out the color? I have a pink georgette dress and I want to take ink out of it.

Your mother is right. You have shown that you are not to be trusted by going out at night without her consent. I am sure you will not do so again. I am sure you will not do so again. I am sure you will not do so again.

Dear Mrs. Thompson—Will you kindly give a reliable address where I may apply for position as teacher in a government or church school in Cuba or Porto Rico? I am a native-born American, 25 years of age, and have been teaching in the public schools of New York City for the last five years. I am a native-born American, 25 years of age, and have been teaching in the public schools of New York City for the last five years.

Dear Mrs. Thompson—I am a girl 15 years old. A boy whose friendship I value very much had a date with me the other night and asked me to go to a dance with him. My mother does not allow me to associate with him. Do you think I should go? What will take ink out of pink georgette without taking out the color?

You do not need either of them. Write and ask me to come to see you. I will be glad to see you. I will be glad to see you. I will be glad to see you.

Dear Mrs. Thompson—We are two girls, 16 and 17 years old. We are in love with two boys who seem to care nothing about us. I, Leroy, am weary of this. I am weary of this. I am weary of this.

Dear Mrs. Thompson—I am not one of your 15-year-old girls, but have been married for five years. I have a wife and two children. I have a wife and two children. I have a wife and two children.

Dear Mrs. Thompson—In Thursday's paper we noticed a complaint signed Simperton. We would like to swap jobs with the girls in question for the very reverse of this situation is our trouble. We are two self-respecting girls who work in a postoffice and never have any annoyance from any of the many men who come in the postoffice with the excuse of one of the boys who work in the bank and who persists in frequenting the office at all hours of the day, and on the part of the girls who work in the bank and who persist in frequenting the office at all hours of the day.

Dear Mrs. Thompson—We are two girls, 16 and 17 years old. We are in love with two boys who seem to care nothing about us. I, Leroy, am weary of this. I am weary of this. I am weary of this.

Dear Mrs. Thompson—I am a girl and am going with a boy for whom I really care, but for the life of me I can not understand his ways. He calls on me and is as loving as can be until other boys come. He then gets ready to leave and says he is worried. Please tell me something to do at once.

Some boys are that way. When their little girls are with them they are all right and when they are not they are all right. They are all right. They are all right. They are all right.

Dear Mrs. Thompson—We are two girls, 16 and 21 years old. I, Mary, am 21 and engaged to marry a man who is a doctor. I am engaged to marry a man who is a doctor. I am engaged to marry a man who is a doctor.

Dear Mrs. Thompson—Please tell me what would be a suitable present to give to a girl who is engaged to marry a man who is a doctor.

Have a frank talk with your mother about this and find out if her objection is something against your character. I think you are old enough to marry, and you are fully qualified to know what to do. Wear your dress half way between the knee and ankle.

Dear Mrs. Thompson—Please tell me what would be a suitable present to give to a girl who is engaged to marry a man who is a doctor.

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